

**SKILLS FRAMEWORK FOR WHOLESale TRADE
SKILLS MAP – SALES ASSISTANT/SALES COORDINATOR**

Sector	Wholesale Trade			
Track	Trading and Sales			
Occupation	Sales Assistant/Sales Coordinator			
Job Role	Sales Assistant/Sales Coordinator			
Job Role Description	<p>The Sales Assistant/Sales Coordinator assists in supporting the acquisition of sales through his/her generation and follow-up of leads. Through his engagement with customer enquiries and feedback and the preparation and collation of data, he analyses customer behaviour to support client acquisition and retention.</p> <p>Driven and resourceful, the fast pace of work requires working closely with team members to execute sales activities through timely follow-up of information. He is frequently in contact with his team members and provide assistance when needed.</p>			
Critical Work Functions and Key Tasks	Critical Work Functions	Develop sales strategies	Collect demographic data and descriptions of buyer profiles from various sources	
			Assist in analysis of buyer profiles to enhance performance of sales channels	
			Assist in collating feedback to improve sales target development	
	Create sales opportunities	Coordinate programme activities to drive acquisition targets		
		Coordinate leads on potential new buyers		
	Acquire sales accounts	Assist in preparation of sales proposals		
		Consolidate information on buyers' requirements		
		Communicate technical details and functions of products effectively to buyers		
		Support sales and finance departments to process payment to sellers		
	Manage buyer relationships	Maintain records and documentation of buyer engagements		
		Maintain buyers' data using customer relationship tools to facilitate downstream tracking of buyers and opportunities		
		Escalate buyers' dissatisfaction of products		
		Assist buyers in resolving technical requests or issues		
	Support application initiatives	Operate new technologies, electronic tools and devices		
		Apply latest technology implementation to improve operations in own work areas		
		Provide assistance in ongoing records and information review to determine effectiveness of work processes and procedures		
Support continuous work improvement activities and performance improvement strategies				
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Business Opportunities Development	Level 2	Communication	Intermediate
	Conflict Management	Level 2	Teamwork	Basic
	Continuous Improvement Management	Level 2	Service Orientation	Intermediate
	Customer Experience Management	Level 2	Interpersonal Skills	Basic
	Customer Relationship Management	Level 2	Lifelong Learning	Intermediate

	Data Mining and Modelling	Level 2		
	Learning and Development	Level 2		
	Market Profiling	Level 2		
	Product Advisory	Level 2		
	Resource Management	Level 2		
	Sales Closure	Level 2		
	Service Excellence	Level 2		
	Stakeholder Management	Level 2		
	Systems Thinking Application	Level 2		
	Technology Integration	Level 2		
Programme Listing	For a list of Training Programmes available for the Wholesale Trade sector, please visit www.skillsfuture.sg/skills-framework/wholesaletrade			

The information contained in this document serves as a guide.